WEBSITE REVIEW CHECKLIST

1 Point Each

It's clear what this business does and who it's for

- [ ] Logo
- [ ] Tagline
- [ ] Visitor can self-ID
- [ ] Intro paragraph

Gets to the point, creatively

- [ ] Establishing shot (0 points if Space Needle, etc.)
- [ ] Benefit headline
- [ ] Non-cliche language
- [ ] Differentiation is apparent

Style & tone consistent

- [ ] Visually branded
- [ ] Template is a good fit
- [ ] Grid is being adhered to

Well-organized content

- [ ] Easy to navigate
- [ ] Menu reflects purchase path
- [ ] Few clicks to get to key activities
- [ ] Search box is available
- [ ] Easy to find key info

Footer is maximized

- [ ] Up to date copyright
- [ ] Policies
- [ ] Trust factors
- [ ] Trust factor images
- [ ] FAQ's
- [ ] Shortcuts

Bonus points (2 points each)

- [ ] Fresh/sticky components
- [ ] Appropriate call to action
- [ ] Email signup
- [ ] Images other than photos included
- [ ] Image captions
- [ ] Social links/badges
- [ ] fav icon

SCORE _____

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